

MINUTES
of the
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
BOARD OF DIRECTORS

DATE: January 20, 2004

PLACE: 550 Olive Street, Santa Barbara, CA 93101

MEMBERS PRESENT: Vice Chair Olivia Rodriguez, Directors David Davis, Brian Fahnestock, Lee Moldaver, and Interim General Manager Sherrie Fisher

OTHERS PRESENT: Browning Allen and Dan Secord (City of Santa Barbara) Joshua Molina (Santa Barbara News Press) Jerry Estrada, Lynnette Coverly, David Damiano and Barbra Nelson (MTD).

1. Call to Order

Vice Chair Olivia Rodriguez called the meeting to order at 8:30 a.m.

2. Roll Call of the Board of Directors

Vice Chair Rodriguez noted that all Board members were present except Chair John Britton.

3. Report Regarding Posting of Agenda

The MTD Board Clerk Barbra Nelson reported that the agenda for this meeting was posted at the MTD administrative headquarters and on the MTD Website last week and mailed to media of general circulation.

4. Approval of Prior Minutes

Director Lee Moldaver moved to waive the reading of, and approve the minutes of January 6th, 2004. Director Brian Fahnestock seconded the motion, which passed with 3 ayes and one abstention.

5. Cash Report

Director Fahnestock asked about the mechanics of receiving the commuter lot shuttle receivables listed on the report. General Manager Sherrie Fisher explained it was for a monthly City of Santa Barbara contribution for service provided from the commuter parking lot on Carrillo. Vice Chair Rodriguez asked about using two janitorial services instead of one. The General Manager explained that we had one service for both facilities, but the Transit Center service needs were so intensive that our provider cancelled and we had to obtain another provider. Director Fahnestock moved to accept the cash report for December 30, 2003, through January 12, 2004, and Director Davis seconded the motion, which passed unanimously.

Community Relations Manager David Damiano presented Ruth O'Donnell with the Transit Friendly Award, since she was unable to attend last Board meeting where they were presented.

6. Recess to Closed Session

The Board recessed to a closed session pursuant to Government Code §54956.8, conference with real property negotiators regarding the MTD Calle Real Property, APNs Book 59, Page 14, Parcels 4, 5 & 6, and Book 67, Page 23, Parcel 6, concerning price and terms of payment; agency negotiator Doug Large; other negotiating parties: Housing Authority of County of Santa Barbara, Martin Farrell Homes, and Investec Capital, Inc. The Board reported out of the closed session at 9:40 that there was no action taken.

7. Public Comment

Bus driver Sharon Simkins addressed the Board on allowing the Military to ride the Downtown Waterfront Shuttle for free and on Industrial Welfare Order #2-001 (AB 98) in regards to safety issues. The General Manager asked Ms. Simkins to work with staff on AB 98 and she agreed. Vice Chair Rodriguez referred to Controller Jerry Estrada to address the issue of receiving Federal subsidies and the restrictions that imposes on offering free service. Ms. Fisher also noted that it would be difficult to offer free service, since there would be many organizations requesting the same consideration. Director Fahnestock inquired if the fare policy would allow a change to promote MTD's service. The General Manager said she would look into it. Director Moldaver asked the staff to address the issue of offering free service with the Federal Transportation Administration (FTA) and Department of Transportation (DOT) for California and put on a future agenda.

8. General Manager/ Staff Report

A. Analysis and Projection of Passenger Fares

Ms. Fisher introduced Controller Jerry Estrada who reviewed statistics related to the MTD new fare structure, concluding that it was too early to get an accurate picture and do a projection, since the report included just 2 months of data. Director Davis pointed out that the new fare structure had increased revenue, appreciated the information and asked staff to continue tracking. Director Fahnestock confirmed that it was too soon to project the results of a 30-day pass program with just 2 months results.

B. Transit Center Revenue Generators

The General Manager went over the additions to the Transit Center that Community Relations Manager David Damiano and Marketing Manager Lynnette Coverly have worked on: an ATM machine that will also dispense 30-day passes; a snack vending machine with signage regarding no food/drinks on buses and MTD's new system map; a public internet/information kiosk with free access to MTD's website for obtaining schedule information. She noted that these three programs have the potential to generate a minimum of \$1250 per month. In addition, Ms. Fisher reported that the Santa Barbara Bank and Trust would be installing software, in the next few months, for all their ATM's on the South Coast to distribute the MTD 30-day bus passes. Director Fahnestock asked if the ATM would be without fee. The General Manager responded that for buying passes, it would be without fee. Vice Chair Rodriguez asked if MTD could go to other local banks to see if they would do the same. The General Manager said she would check into it.

C. Industrial Welfare Order #2-001 (AB98) Analysis

Ms. Fisher introduced Controller Jerry Estrada saying that the report on AB98 was a very conservative estimate of the annual cost. Mr. Estrada outlined his report that stated the annual cost would be at least \$238,000. Ms. Fisher stated that the Union contract renegotiation could help resolve this issue. After some discussion, Director Fahnestock asked for additional statistics related to safety. Director Davis suggested that staff put this on the Santa Barbara County Association of Governments (SBCAG) agenda. The General Manager reported that it was a problem that we all need to work together to resolve creatively.

D. Individualized Marketing Grant

Ms. Fisher introduced Community Relations Manager David Damiano who reviewed an application for a FTA grant called Individualized Marketing Program to market bus service to people who do not ride the bus riders.

E. General Update

The General Manager requested that the Board have a Human Resources Committee meeting to go over employee policy updates and union negotiations.

Ms. Fisher reported the following: she would be attending the APTA conference in Santa Monica; she is on the Steering Committee of the Housing Authority; that the Directors and Officers Insurance was approved for three million dollars; that she was pursuing selling Ventura County Transportation Commission (VCTC) and Clean Air Express tickets at the Transit center; that MTD will be working on restructuring the Transit Center in the future to embrace regional service; that at the end of January MTD will receive the first 40 foot bus into service as a test for the balance; that MTD continues to meet on the South Coast Transit Priorities (SCTP) with partners; that MTD and Santa Barbara City staffs have agreed on the Downtown Waterfront Electric Shuttle (DWE) contract and will be taking it to the City Council for approval; and that she and Lynnette Coverly are continuing to meet with school principals on the prevention of vandalism.

Director Fahnestock mentioned that to increase our service exacerbates the problems of finding funding for operations. Ms. Fisher responded that with the current level of funding it is difficult to increase service, so we need to review ways to find more funding.

Bus Stop Facilities Manager Paul Tumbleson handed out some possible sketches for the new Milpas shelters.

9. Other Business and Committee Reports

Director Davis reported that the recruiting committee for the MTD General Manager proposed to have Sherrie Fisher remain as Interim Manager until May. After some discussion, Director Fahnestock suggested this be on the next agenda as a closed session to provide for more in depth discussions.

10. Adjournment

Director Fahnestock moved to adjourn and Director Davis seconded the motion, which passed unanimously. The meeting was adjourned at 10:50 a.m.